

ORDER

Order / Rev:

36845

Alt Order #: Product Desc: 07913992

DICKERSON/SS20/R

Estimate:

3427

Flight Dates:

10/30/12 - 11/05/12

Original Date / Rev:

10/25/12 / 10/25/12 **GENERAL**

Order Type:

Sales Office:

Primary AE:

Sales Region:

WTVF

Fran Berg

WADC

National

Cash

Broadcast

10/31/13

00:15:00

Agency

Name:

National Media

Buying Contact:

Billing Contact:

815 Slaters Lane

Alexandria, VA 22314

Billing Calendar:

Billing Type:

Billing Cycle:

Agency Commission:

EOM/EOC 15%

Advertiser

Name:

Priority:

Steve Dickerson for State Senate

Demographic:

A35-64

Product Codes:

Revenue Codes:

PO03 P4

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots | Gross Amount Net Amount 10/29/12 11/05/12 33 \$29,725.00 \$25,266.25 **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	33	\$29,725.00	\$25,266.25	0.00
Totals	33	\$29,725.00	\$25,266,25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Fran Berg			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTVF	40%	\$29,725.00
Market	100%	\$74,312.50

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	60%	\$44,587.50
WCTE	0%	\$0.00
WHTN	0%	\$0.00
WJFB	0%	\$0.00
WKRN	0%	\$0.00
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WSMV	0%	\$0.00
WUXP	0%	\$0.00
WZTV	. 0%	\$0.00

Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 WTVF 11/01/12 11/02/12	M-F 5a-6a M-F 5a-6a	СМ	5а-6а	11	:30	2	\$300.00P4	0.00 NM	2	\$600.00
MORN RPT ER ED<	W-1 Gu-Gu	1/DA	Y							
Start Date End Date		pots/Week	<u>Rate</u>	Rating						
Week: 10/29/12 11/04/12	11	2	\$300.00	0.00				1		
3 WTVF 10/30/12 10/31/12		СМ	6a-7a	-11	:30	2	\$525.00P4	0.00 NM	2	\$1,050.00

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WTVF

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1													
, ' 3- 1	Ln Ch	Start	End	Inventory Code M-F 6a-7a	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
				M-F 6a-7a									
	MORNING			Maakdaya	1/D		Deline						
	<u>Start I</u> Week: 10/29	/12	End Date 11/04/12	<u>Weekdays</u> -11	Spots/Week 2	<u>Rate</u> \$525.00	Rating 0.00						
	4 WTVF 1	0/31/1	2 11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-1	:30	2	\$200.00P4	0.00 NM	2	\$400.00
	CBS THS	MRNO	G-2<		1/DA	′							
	Start I Week: 10/29		End Date 11/04/12	<u>Weekdays</u> 1-1	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00						
	5 WTVF 1			M-F 6p-7p	CM	6p-630p	1-1	:30	2	\$750.00P4	0.00 NM	2	\$1,500.00
	6P NEWS			M-F 6p-630p	1/DAY	(6:00 PM-6:3	0 PM)						
	Start I		End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10/29		11/04/12	1-1	2	\$750.00	0.00						
	6 WTVF 1	1/05/1	2 11/05/12		CM	6p-630p	M	:30	1	\$750.00P4	0.00 NM	1	\$750.00
	6P NEWS			M-F 6p-630p		(6:00 PM-6:3	O PIVI)						
í	Start I		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	Week: 11/05		11/11/12	M	1	\$750.00	0.00						
	7 WTVF 1	0/30/1	2 11/01/12	M-F 6p-7p M-F 630p-7p	СМ	630p-7p (6:30 PM-7:0	-1-1 0 PM)	:30	2	\$700.00P4	0.00 NM	2	\$1,400.00
	630P NEV	vs			1/DAY		,						
	Start I		End Date	<u>Weekdays</u> -1-1	Spots/Week	<u>Rate</u>	Rating						
	Week: 10/29 8 WTVF 1		11/04/12 2 11/05/12		CM 2	\$700.00 630p-7p	0.00 M	:30	1	\$700.00P4	0.00 NM	1	\$700.00
	0 11111 1	170071	2 11700712	M-F 630p-7p	OW	(6:30 PM-7:0		.00	•	Ψ100.001 4	0.00 14101	•	Ψ7.00.00
	630P NEV					. .							
	<u>Start I</u> Week: 11/05		End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
-				M-Sa 10p-1035p,	Su 10pGM	10p-1035p	1-1	:30	2	\$1,100.00P4	0.00 NM	2	\$2,200.00
	10P NEW	r		M-Sa 10p-10-35p	•	C							
	Start I		End Date	Weekdays	1/DAY Spots/Week	Rate	Rating						
	Week: 10/29		11/04/12	1-1		\$1,100.00	0.00						
	10 WTVF 1	1/05/1	2 11/05/12	M-Sa 10p-1035p,		10p-1035p	M	:30	1	\$1,100.00P4	0.00 NM	1	\$1,100.00
	10P NEW	S		M-Sa 10p-10-35p	, Su 10p-10-3	(10:00 PM-10):30 PM)				3		
	Start I	_	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	Week: 11/05		11/11/12	M		\$1,100.00	0.00						
	11 WTVF 1	0/30/1	2 11/01/12	M-F 1035p-1135p M-F 1035p-1135p	CM	1035p-1135p	-1-1	:30	2	\$300.00P4	0.00 NM	2	\$600.00
	D LETTRN	//AN-C	BS<	W-1- 1000p-1100p	1/DA	Υ							
	Start I		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	Week: 10/29		11/04/12	-1-1 M-F 1035p-1135p	CM 2	\$300.00 1035p-1135p	0.00 M	:30	1	\$300.00P4	0.00 NM	1	\$300.00
	12 00101 1	1700/1	2 11/05/12	M-F 1035p-1135p		1000p-1100p	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	.50	•	φ300.00F4	O.OO INIVI	ı	\$300.00
	D LETTRN												
	<u>Start I</u> Week: 11/05		End Date 11/11/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
•				M-F 1135p-1237a	CM	1135p-1237a		:30	1	\$125.00P4	0.00 NM	1	\$125.00
				M-F 1135p-1237a		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	_		·	Ţ.mo.oo	0.00	•	Ψ120.00
	FERGUSO		End Data	VA/o o loslossos	1/DAY	D-4-	Datin -						
	<u>Start I</u> Week: 10/29		<u>End Date</u> 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$125.00	Rating 0.00						
				M-F 1135p-1237a	СМ	1135p-1237a		:30	1	\$125.00P4	0.00 NM	1	\$125.00
	EEDOUGO	NI.		M-F 1135p-1237a									
	FERGUSO Start I		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				ŀ		
	Week: 11/05		11/11/12	M	1	\$125.00	0.00						
	15 WTVF 1	0/30/1	2 10/30/12		CM	658p-8p	-T	:30	1	\$2,600.00P4	0.00 NM	1	\$2,600.00

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10/30/12 - 11/05/12

Estimate:

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Ln Ch Start End		Start/End	Time Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
	Tue CBS Prime /p-8p NCIS						
NCIS							
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week -T 1	<u>Rate</u> \$2,600.00	Rating 0.00				
17 WTVF 11/01/12 11/01/12	Thu CBS Prime 9p-10p CM	9p-10p	T	:30 1	\$1,500.00P4	0.00 NM 1	\$1,500.00
ELEMENTARY	Elementary						
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 10/29/12 11/04/12 18 WTVF 11/02/12 11/02/12		\$1,500.00 658p-8p	0.00 F	:30 1	\$1,200.00P4	0.00 NM 1	\$1,200.00
	CBS Prime		·		Ţ.,200.001 ·	0,00 1	Ψ1,200.00
CBS VARIOUS <u>Start Date</u> End Date	Weekdays Spots/Week	Rate	Rating				
Week: 10/29/12 11/04/12	F 1	\$1,200.00	0.00			*******	
19 WTVF 11/02/12 11/02/12	Fri CBS Prime 9p-10p CM Blue Bloods	9p-10p	F	:30 1	\$1,600.00P4	0.00 NM 1	\$1,600.00
BLUE BLOOD-CBS							
Start Date End Date Week: 10/29/12 11/04/12	Weekdays Spots/Week	<u>Rate</u> \$1,600.00	Rating 0.00				
20 WTVF 11/03/12 11/03/12	Sat AM News 6a-9a CM	558a-9a	S-	:30 1	\$300.00P4	0.00 NM 1	\$300.00
WKND MORNG RPT	Sa 6a-9a						
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 10/29/12 11/04/12 22 WTVF 11/03/12 11/03/12	S- 1 College Prime Games CM	\$300.00 657p-10p	0.00 S-	:30 2	\$3,600.00P1	0.00 NM 2	\$7,200.00
	Bama v. LSU	007 P 10P	3	.00 2	ψο,οοο.οοτ τ	0.00 14101	Ψ1,200.00
SEC FTBL BAMA v LSU Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 10/29/12 11/04/12	S- 2	\$3,600.00	0.00			<u> </u>	
23 WTVF 11/04/12 11/04/12	Sun AM News 6a-8a CM Su 6a-8a	558a-8a	5	:30 1	\$250.00P4	0.00 NM 1	\$250.00
WKND MORNG RPT							
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	<u>Rate</u> \$250.00	Rating 0.00				
25 WTVF 11/04/12 11/04/12		930a-10a	S	:30 1	\$800.00P2	0.00 NM 1	\$800.00
FACE NATN-CBS	Face the Nation						
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 10/29/12 11/04/12 26 WTVF 11/04/12 11/04/12	Sun CBS Prime 6p-7p CM	\$800.00 557p-7p	0.00 S	:30 1	\$2,000.00P4	0.00 NM 1	\$2,000.00
	60 Minutes				+,		+= ,•••.••
60 MINUTES-CBS Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 10/29/12 11/04/12		\$2,000.00	0.00				
N27 WTVF 11/04/12 11/04/12	Sun Sports Central 1024@M Su Sports Central	1024p-1050p	S	:30 1	\$600.00P4	0.00 NM 0	\$0.00
SUN SPORTS CENTER	10/2 a badassa — Occada 00/2 a b	5.	.				
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/WeekS 1	<u>Rate</u> \$600.00	Rating 0.00				
	<u>Start</u> Sun Sports Central 1024p-101024	/End Time		<u>eekdays</u> <u>Le</u>		Rtg Type	
Credited	an opons central roz4p-10 toz4	р-1000р		Su	:30 (\$600.00)	0.00 10101	
28 WTVF 11/03/12 11/03/12		558p-630p	S-	:30 1	\$300.00P4	0.00 NM 1	\$300.00
Start Date End Date	Sa 6p-630p <u>Weekdays</u> <u>Spots/Week</u>	Rate	Rating				
Week: 10/29/12 11/04/12	S- 1	\$300.00	0.00				
29 WTVF 11/05/12 11/05/12	M-F 6a-7a CM M-F 6a-7a	6a-7a	1	:30 1	\$525.00P4	0.00 NM 1	\$525.00
MORNING REPORT<	1/D/						
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating			Ĭ	

Print Date: 10/25/12 14:44:04

WTVF

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Order / Rev:

36845

Advertiser:

Steve Dickerson for State Senate

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Product Desc: DICKERSON/SS20/R

Flight Dates:	10/30/12 - 11/05/12	Estimate:	3427

	Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	29 WTVF	11/05/12	11/05/12	M-F 6a-7a	СМ	6a-7a	1	:30	1	\$525.00P4	0.00 NM	1	\$525.00
				M-F 6a-7a									
	MORNII	NG REPO	RT<		1/D/	ΔΥ							
:	<u>Sta</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	Week: 11/0	05/12	11/11/12	1	1	\$525.00	0.00						
	N30 WTVF	10/30/12	11/02/12	M-F 4p-430p	СМ	4p-430p	-TWTF	:30	1	\$600.00P2	0.00 NM	1	\$600.00
				M-F 4p-430P									
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	Week: 10/2	29/12	11/04/12	-TWTF	1	\$600.00	0.00						
		ACCEPTABLE DESCRIPTION	Street contract on the Contract on the	and the second second second second second	and the second of the second	e estimate de la companya de la comp	AND CONTRACTOR OF THE PROPERTY	<u>a partir and and and a</u>	iria di				A00 70F 00

Totals \$29,725.00

Rep Order# EC'd Yes 7913992 Ver# 7 Status Revised Traffic Order# 36845

Agency

Last Received: Printed: 10/25/2012 2:06 PM 10/25/2012 1:59 PM

1 of

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Showing Buylines: All Lines

() NATIONAL MEDIA RESEARCH PLANNING Rep Firm 815 SLATERS LANE Sales Offic ALEXANDRIA, VA 22314 Salesperso P1/P2/E 271/487/3427

Sales Office (Salesperson (WASHINGTON FRAN BERG

Salesperson FAX# Salesperson Phone# 202-872-1155 202-872-8745

Fax# Buyer Product Advertiser Station Phone# Estimate# WTVF-TV NASHVILLE TN () DICKERSON, STEVE DICKERSON/SS20/R MICHELLE MORIE

> **Hiatus Weeks** Flight Dates Agency C/P1/P2/E

> > 10/30/2012 - 11/05/2012

- CONTRACT COMMENT --

COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES

FRAN THANKS CONTRACT TIL REMAINS THE SAME REV ORDER TO SHOW CX 1X IN 41; ADD NEW IN 44 AS MKGD Rating: 2.8 Rating: 6.1 Rating: 4.2 Rating: 4.2 H PLS CNFM - REMARKS æ ហ Ľη W, F 3 Day TU-W TH-F Buyline Comment: 1/DAY Buyline Comment: 1/DAY Buyline Comment: 5A-6A Time 8A-9A 6A-7A 5A-6A MORNING REPORT< 1/DAY Program CBS THS MRNG-2< MORN RPT ER ED< MORN RPT ER ED< Len :30 : 30 :30 :30 Rate \$200.00 \$525.00 \$300.00 \$300.00 10/31-11/02 10/30-10/31 11/05-11/05 11/01-11/02 Dates N 2 0 Spots/Week # of Н 0 Weeks N N 0 Spots Total \$400.00 \$1,050.00 \$0.00 \$600.00 Total Cost

Daypart

Rating: 6.5

Buyline Comment: 1/DAY

W-TH

6P-630P

6P NEWS

:30

\$750.00

10/31-11/01

12

N

\$1,500.00

28 M Rating: 1.8	26 F Rating: 1.8	25 M Rating: 3.3	23 TU,TH Rating: 3.3	22 M Rating: 8.2	19 W,F Rating: 8.2 Bu	18 M Rating: 6.5	16 TU,TH Rating: 6.5 Bu	15 M Rating: 6.5	LT Ln Day	Station WTVF-TV Advertiser ()1 Product DICKER Estimate# 3427 Buyer MICHEI Phone#	Rep Order# 7913992 EC'd Yes
1135P- FER 1235A	1135P- FERG 1235A	1035P- D LI 1135P	1035P- D 1135P 1136P: D	10P-1030P 10P	10P-1030P 10P N Buyline Comment: 1/DAY	630P-7P 6301	TH 630P-7P 630P Buyline Comment: 1/DAY	6P-630P 6P 1	Time Pro	WTVF-TV NASHVILLE TN () DICKERSON, STEVE DICKERSON/SS20/R 3427 MICHELLE MORIE	Ver# 7
FERGUSON	FERGUSON	LETTRMAN-CBS<	LETTRMAN-CBS<	NEWS .	NEWS AY	630P NEWS	P NEWS AY	NEWS	Program		Status Revised
										Agency () N 815 SLAT ALEXAN Agency C/P1/P2/E Flight Dates Hiatus Weeks	Traffic Order# 36845
:30	:30	:30	: 30	:30	: 30	:30	: 30	:30	Len	VATION ITERS L. VDRIA, 2711 10/30/	# 36845
\$125.00	\$125.00	\$300.00	\$300.00	\$1,100.00	\$1,100.00	\$700.00	\$700.00	\$750.00	Rate	() NATIONAL MEDIA RESEARCH 815 SLATERS LANE 815 SLATERS LANE ALEXANDRIA, VA 22314 P1/P2/E 271/487/3427 es 10/30/2012 - 11/05/2012 seks	Show
11/05-11/05	11/02-11/02	11/05-11/05	10/30-11/01	11/05-11/05	10/31-11/02	11/05-11/05	10/30-11/01	11/05-11/05	Dates	SEARCH PLANNING	Printed: 10/ Last Received: 10/ Showing Buylines: All Lines
1	щ	<u>13</u>	N	н	N	щ	N	0	Spots/Week	G Rep Firm Sales Office () Salesperson () Salesperson Phone# Salesperson FAX#	10/25/2012 2:06 PM 10/25/2012 1:59 PM nes
1	н	jus	1-1	نسو	Н	<u></u>	Р	0	# of Weeks		PM 6
Ы	- μ	.	N	J	N	H	2	0	Total Spots) WASHINGTON) FRAN BERG # 202-872-1155 202-872-8745	
\$125.00	\$125.00	\$300.00	\$600.00	\$1,100.00	\$2,200.00	\$700.00	\$1,400.00	\$0.00	Total Cost	YON 3 155 745	2 of 5

Daypart

39 SU ~Rating: 5.1	38 SU Rating: 7.7	37 SU Rating: 6.1	36 SA Rating: 14.5	35 SA Rating: 8.5	34 SA Rating: 4.5	33 F Rating: 8.0	32 F Rating: 6.9	31 TH Rating: 8.9	30 SU Rating: 10.7	29 TU Rating: 14.0	LT Ln Day		Station WTVF.' Advertiser (Product DICK Estimate# 3427	Rep Order# 79 EC'd Yes
930A-10A	8A-930A	6A-8A	7P-10P	230P-6P	6A-9A	9p-10p	7p-8p	1 9P-10P	J 8P-9P	7P-8P	ıy Time	MICHELLE MORIE	WTVF-TV NASHVILLE TN () DICKERSON, STEVE DICKERSON/SS20/R 3427	7913992 Ver#
FACE NATN-CBS	SUNDAY MRN-CBS	WKND MORNG RPT	SEC FTBL BAMA V LSU	SEC FOOTBALL	WKND MORNG RPT	BLUE BLOOD-CBS	CBS VARIOUS	ELEMENTARY	GOOD WIFE	NCIS	Program		EVE	7 Status Revised
												Flight Dates Hiatus Weeks	Agency (): 815 SLA ALEXA: AGENCY C/P1/P2/F	Traffic Order# 36845
:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	Len		NATION ATERS L NDRIA,	ır# 36845
\$800.00	\$800.00	\$250.00	\$3,600.00	\$3,000.00	\$300.00	\$1,600.00	\$1,200.00	\$1,500.00	\$2,000.00	\$2,600.00	Rate	10/30/2012 - 11/05/2012	() NATIONAL MEDIA RES 815 SLATERS LANE ALEXANDRIA, VA 22314 P1/P2/F 271/487/3427	Show
11/04-11/04	11/04-11/04	11/04-11/04	11/03-11/03	11/03-11/03	11/03-11/03	11/02-11/02	11/02-11/02	11/01-11/01	11/04-11/04	10/30-10/30	Dates	2	() NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA 22314 P1/P2/F 271/487/3427	Printed: 10, Last Received: 10/ Showing Buylines: All Lines
Н	0	Н	N	0	н	L.J	1-4	щ	0	i	Spots/Week	Salesperson Phone# Salesperson FAX#	G Rep Firm Sales Office (Salesperson (10/25/2012 2:06 PM 10/25/2012 1:59 PM nes
ц	0	щ	ы	0	۲	щ	⊬	1-1	0	1 !	# of Weeks	Phone# FAX#		6 PM 9 PM
	0	ш	8	0	щ	щ	ы	ы	0	<u>↓</u>	Total Spots	202-872-1155 202-872-8745) WASHINGTON) FRAN BERG	
\$800.00	\$0.00	\$250.00	\$7,200.00	\$0.00	\$300.00	\$1,600.00	\$1,200.00	\$1,500.00	\$0.00	\$2,600.00	Total Cost	155 745	NO	3 of 5

Daypart

Ϋ́ de	7913992 VF-TV NAS	Ver# 7	Status Revised	Tra	Traffic Order# 36845	# 36845	MEDI.	Printed: 10. Last Received: 10/ Showing Buylines: All Lines	% O O	PM		4 of 5	
Station WT' Advertiser (Product D Product# 34	TVF-TV NASHVILLI () DICKERSON DICKERSON/SS20/R	WTVF-TV NASHVILLE TN () DICKERSON, STEVE DICKERSON/SS20/R 3427	VE	Agency	() NATIONAL I 815 SLATERS LANE ALEXANDRIA, VA : 7P1/P2/E 271/487/	VATIONA TERS LA VDRIA, V	() NATIONAL MEDIA RES 815 SLATERS LANE ALEXANDRIA, VA 22314 P1/P2/F 271/487/3427) NATIONAL MEDIA RESEARCH PLANNING ATERS LANE ANDRIA, VA 22314 F 271/487/3497	G Rep Firm Sales Office (Salesperson () WASHINGTON) FRAN BERG	NO.	
e#	MICHELLE MORIE	10RIE		Flight Dates Hiatus Weeks	Flight Dates Hiatus Weeks	10/30/2	10/30/2012 - 11/05/2012	2	Salesperson Phone# Salesperson FAX#	Phone# FAX#	202-872-1155 202-872-8745	155 745	
F 4A# LT Ln	Day	Time	Program		L	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
٠.	SU	6P-7P	60 MINUTES-CBS			:30	\$2,000.00	11/04-11/04	1	1	<u> </u>	\$2,000.00	** *** ***
Racing: is.o													
* 441	US	1025P- 1045P	SUN SPORTS CENTER			:30	\$600.00	11/04-11/04	0	0	0	\$0.00	
Rating: 6.1	Sales Remark: V7 Comment Ch	ark: V7 t Changed,	Sales Remark: V7 CX 1X V7 Comment Changed, Spots/week Changed										
42	SA	6P-630P	SAT 6P NEWS			:30	\$300.00	11/03-11/03	. .	ы	₩	\$300.00	
43	X	6A-7A	6A NEWS			:30	\$525.00	11/05-11/05	н	ш	1–1	\$525.00	
*44	TU-F	4P-430P	4P NEWS			:30	\$600.00	10/30-11/02	ш	Н	н	\$600.00	
vartild: 0.1	Sales Rem V7 Added	Remark: V7 led	7 ADD										
REPORT TOTALS Report Totals: 32	`	\$28,975.00											
-SALES MONTHLY TOTALS-	HLY TOTAL	Š											
Nov 12: 3	32 / \$28,975.00	75.00											
Sales Totals: 32	2 / \$	\$28,975.00											
Lines not sent/rcld/rtrn:	ls: 32 / 32 lt/rcld/rti	rtrn: 0 / \$0.00	00										
-COMPETITIVE-	E												
	Market	Market Totals	\$ /2, 438	UNKN 60%	9/9	WKRN	0 Clo oli	WNAB 0%	WSMV C	clo clo	WTVE	40%	
				WUXP 0%	DI-	VTZW	%						

Ver# 7

Status Revised

Station W Advertiser WTVF-TV NASHVILLE TN
ser () DICKERSON, STEVE
DICKERSON/SS20/R

Product Estimate# Buyer Phone# Fax#

MICHELLE MORIE

Books

null RA3564

Demos

Traffic Order# 36845

Last Received: 10/2 Showing Buylines: All Lines Printed:

10/25/2012 2:06 PM 10/25/2012 1:59 PM

5 of

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Agency

10/30/2012 - 11/05/2012

() NATIONAL MEDIA RESEARCH PLANNING Rep Firm 815 SLATERS LANE 815 SLATERS LANE ALEXANDRIA, VA 22314 Salesperson (5/P1/P2/E 271/487/3427

Agency C/P1/P2/E
Flight Dates
Hiatus Weeks

Salesperson Phone# Salesperson FAX#

202-872-1155 202-872-8745

) WASHINGTON) FRAN BERG

POLITICAL/ISSUE ADVERTISING INQUIRY/REQUEST PUBLIC FILE FORM

T			
In	Stri	ıctio	ns

This form must be completed as to all requests, both oral and written, for broadcast time (1) to be used by or on behalf of a candidate for public office, or (2) involving a controversial issue of public importance (including political and legislative matters where there is no Use@ by a legally qualified candidate). It is to be kept in the station Public Inspection File for a period of two years.

1. 2. 3. 4.	Date and time of request: Name of the person making req Agency (if any): Address of agency:	uest:	10/15/12 Michelle Morie National Media Research Planning 815 Slaters Lane Alexandria, VA 22314	
5.	Telephone number of agency:		703-683-4877	
6.	Name of candidate or description of issue:		Steve Dickerson	
7.	Name of candidates authorized committee or name of issue ad sponsor:		Steve Dickerson for Tenn State Senate 22	
8.	Name of treasurer of candidates committee or issue ad sponsor committee or issue ad additional committee or issue ad additional committee or issue ad additional committee or issue additi		Ward Baker t:	
9.	Address of candidates committe or issue ad sponsor contact:	e	522 Heather Place Nashville, TN 37204	
10.	Telephone number of candidate committee or issue ad sponsor co		615-519-1896 t:	
11.		ard o	list the chief executive officers or members of the f directors of the entity or entities that is/are paying ges if necessary):	
	Name: T Name: T T T	itle: itle: itle: itle: itle:	Campaign Manager ———————————————————————————————————	
12.	Programs or times requested (use additional pages if necessary):		All dayparts	
13.	Dates requested		4q '12	
14.	Class of time requested (use additional pages if necessar	y):	candidate window rates	
15.	Length of spot/program time rec (use additional pages if necessar		ed 30"	

16.	Request made:	In writing? Orally? XX (if in writing, attach and retain)
17.	Disposition of request:	Granted Not Granted
If gran	granted, state reason or reasons in space below nted, attach contract, invoice and schedule of d available.)	. If denied in writing, attach and retain. ate and time on which the ad(s) actually aired,
18.	If granted, rate charged (use additional pages if necessary):	
If the a	advertisement refers to a candidate, please comp	lete Questions 19-24.
19.	Name of candidate (if different from Question 6 above):	
20.	Political party of candidate:	Republican
21.	Office for which candidate is running:	State Senate District 20
22.	Is it a:	Federal Office? State Office? X Local Office?
23.	Election for which candidate is campaigning:	General Election
24. <i>If the re</i>	Date of election: equest is by or on behalf of a candidate, please co	11/6/12 emplete Questions 25-27.
25.	Request for documentation that candidate is legally qualified. (Attach any written documentation received.)	Yes No
26.	Date Political Disclosure Form submitted to requestor:	•
27.	If federal candidate, has candidate or authorized committee signed Bipartisan Campaign Reform Act (BCRA) Certification?	
Note:		Use@ by a legally qualified candidate and the egislative matter of national importance, the station 5, 7, 8, 9, 10, and 11 of this form.
COMN	MENTS:	
		Fran Berg – Eagle TV Sales Signature of Person Receiving Request On Behalf of Station

36845

NAB Form PB-17 Candidates

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable	box) AL CANDIDA	TE	☑ STATE	LOCAL CAN	NDIDATE
To Ava Window	il Themselves , Federal Car	of The Lowe Ididates Mus	est Unit Char t Sign The Ce	ge During a ertification O	Political n Page 3
Station and				Date : 11 2	112
I, Jon Ferrell					
qualified candida	of: Steve Dickerson the of the Republice of: TN State S	ican			political
in the General Election election to be held on: November 6, 2012					
do hereby request station time as follows:					
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule
Total Charges 24, U28. 45					

For programming that, in whole or in prational importance," list the matters be	part, "communicates a message relation elow:	ng to any political matter of
		,
I represent that the payment for the ab	ove described broadcast time has bee	n furnished by:
Steve Dickerson for State Senate		
and you are authorized to announce the I represent that this person or entity is committee/organization of the legally of	either a legally qualified candidate or	ntity. an authorized
The name of the treasurer of the candid	date's authorized committee is:	•
Ward Baker- Campaign Manager		
This station has disclosed to me its pol and discount, promotional and other sa	litical advertising policies, including: ales practices (not applicable to federa	applicable classes and rates; al candidates).
THIS STATION DOES NOT DISC OF RACE OR ETHNICITY IN THI	RIMINATE OR PERMIT DISCRIN E PLACMENT OF ADVERTISING.	MINATION ON THE BASIS
To Be Signed By Ca	ndidate or Authorized	Committee
Date	Signature	
To Be Signed	By Station Representa	tive
Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title